

BAFO Cost Proposal Request for Proposal Number 6028 Z1

Bidder Name: Paulsen Marketing

Due to the dynamic nature of this RFP and the resulting contract, the percentage of time spent on the items delineated in Section IV.E. Scope of Work, will be fluid, with greater emphasis being put on certain areas at different times. This is considered a normal part of the services being contracted and shall be included in the proposed fixed prices.

Provide a fixed cost-per-hour rate for each of the six (6) requirements as indicated. **Hourly Rates must not be expressed as a range.** For evaluation purposes, the hourly rates will be averaged.

All prices, costs, and terms and conditions submitted in the proposal shall remain fixed and valid commencing on the opening date of the proposal until the contract terminates or expires.

A completed Cost Proposal must be submitted with the proposal response.

Requirements	Fixed Hourly Rates				
	Initial Period Year One	Optional Renewal One	Optional Renewal Two	Optional Renewal Three	Optional Renewal Four
CornsTalk Newsletter	\$ 150	\$ 150	\$ 150	\$ 150	\$ 150
Media Planning and Placement	\$ 150	\$ 150	\$ 150	\$ 150	\$ 150
Creative Development, Design and Production Services	\$ 150	\$ 150	\$ 150	\$ 150	\$ 150
Website Updates, Management and Maintenance	\$ 150	\$ 150	\$ 150	\$ 150	\$ 150
Video Production	\$ 150	\$ 150	\$ 150	\$ 150	\$ 150
Project Planning and Management	\$ 150	\$ 150	\$ 150	\$ 150	\$ 150

Please note the Commission Rate for Media Planning and Placement has been removed. Also, do not split out the requirements. Do not provide average multiple hourly rates within a Requirement. Provide one fixed hourly rate for each Requirement.